

EDUCATION							
ACTION	LEAD	CONTRIBUTOR	COLLABORATOR	WHAT WILL YOU DO / DELIVER?	STATUS 8-14-06	REFINED OUTCOME	KEY NEXT STEPS
<b>ED-1: Galvanize local communities to protect their Gulf of Mexico through targeted education</b>							
<p><b>36-Month Outcomes:</b></p> <ul style="list-style-type: none"> <li>• Convene a bi-national Gulf of Mexico Alliance Environmental Education and Outreach Network, with dedicated staff, to (1) coordinate educational and outreach activities that address Alliance priority issues, and (2) establish effective methods to disseminate materials and programs throughout Gulf coastal communities.</li> <li>• Expand the existing Coastal Ecosystem Learning Center network so that one facility exists in each of the five U.S. Gulf States and the Mexican Gulf State of Veracruz.</li> <li>• Develop an environmental education pilot program targeted towards under-represented and under-served communities in the Gulf region.</li> </ul>							
<b>Action Blueprint:</b>							
1. Hold a series of Community Workshops, at least one in each Gulf State, to solicit citizen input into Alliance priorities and actions. These workshop will be held at Network member sites on a periodic basis.	Alabama, Florida, Louisiana, Mississippi, Texas	NOAA	EPA	AL will host a Community Workshop. FL will host a Community Workshop. (Lead: FDEP CAMA) LA will host a Community Workshop. MS will host a Community Workshop. TX will host a Community Workshop.	Prior to the release of the Governors' Action Plan in March 2006, all five Gulf States had completed at least one Community Workshop. Final report on workshops issued August 2006.	None	This action states that Community Workshops will be conducted "periodically" with no further guidance. No decision has been made regarding how many more Workshops will be conducted or how often. Prior to the release of the Governors' Action Plan, these decisions were made by the AMT with support from NOAA's Coastal Services Center. It is unclear who is responsible for conducting further Community Workshops; however, this action implies that the Environmental Education Steering Committee, with support from the AMT and Environmental Education Network Coordinator, has this responsibility. Input from the AMT is needed on this action.

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Implementation Activities Matrix  
 Governors' Action Plan  
 Gulf of Mexico Alliance

Updated: 7/10/06

<p>2. Hire a <i>Network</i> Coordinator [Environmental Education Coordinator] for a term of at least 3 years, who will serve as staff to the Network, facilitate Alliance communications, and coordinate regional education and outreach activities.</p>	<p>Alabama, NOAA</p>	<p>EPA</p>	<p>Louisiana</p>	<p>AL will house the Coordinator at Dauphin Island Sea Lab, with the expectation that NOAA and EPA will provide funding for the Coordinator's salary.          NOAA will provide funding to pay salary and benefits for the Network Coordinator for two years (\$100,000 each in FY06 and FY07), to be hosted by the State of Alabama at the Dauphin Island Sea Lab (DISL). The Network Coordinator will dual report to John Dindo (Asst. Dir. of DISL/Dir. of Education) and Sharon Walker (Assistant Director for Outreach at the Gulf Coast Research Lab, MS) and will be responsible for creating and sustaining a gulf-wide education network that will collaborate on Alliance-focused education and outreach efforts. The Coordinator will be responsible for initiating ed/outreach pilot programs, planning and implementing a public awareness campaign, establishing a web-based education clearinghouse, and obtaining additional funding to sustain the position and provide programmatic funding beyond FY07. (Lead: NOAA OEd)          EPA, working through NOAA as the Action Lead, will contribute resource assistance to help support the placement of the Coordinator. The intent, based on funds availability, will be to contribute support throughout the entirety of the 36 month performance period of the grant. In addition to funds availability, EPA's multi-year resource commitment is contingent on a satisfactory joint annual performance review by partners and the Alliance's State leads.          LA will commit to working with the Network Coordinator.</p>	<p>The first two years of the Network Coordinator's salary, benefits, and some travel funds are being funded by the NOAA Office of Education through a grant from the Mississippi-Alabama Sea Grant Consortium to Principal Investigators John Dindo and Sharon Walker. They have hired Lee Yokel to serve as the Network Coordinator, starting July 5, 2006. As of August 15, 2006, the NOAA grant funds have not yet arrived. Louisa Koch, Director of NOAA's Office of Education, is confident that the funds will soon be transferred to the Mississippi-Alabama Sea Grant Consortium, to cover the first year of the Network Coordinator's salary, benefits, etc. During this period, salary and benefits are being covered by the Dauphin Island Sea Lab. Once funds arrive at MS-AL Sea Grant, they will be transferred to the Dauphin Island Sea Lab. Dauphin Island Sea Lab has provided the Network Coordinator with an office and other support. Funds to cover Year 2 will be forthcoming in the next fiscal year.</p>	<p>None</p>	<p>NOAA Office of Education will be transferring funds to the MS-AL Sea Grant Consortium ASAP.</p>
<p>3. Formalize Network membership by making formal invitations to join the <i>Gulf of Mexico Alliance Environmental Education and Outreach Network</i> and send a representative to the planning workshop described in Step #3.</p>	<p>Florida, Network Coordinator</p>	<p>NOAA</p>	<p>Louisiana</p>	<p>The position description for the Network Coordinator will require working with the five Gulf States to provide formal invitations to join the Network for appropriate Gulf region representatives. Network membership should include (but is not limited to) National Estuarine Research Reserves (NERRs), National Estuary Programs (NEPs), Centers for Ocean Science Education Excellence (COSEEs), Coastal Ecosystem Learning Centers (CELCs), state and national parks, state and national wildlife refuges, marine laboratories, aquaria, Sea Grant colleges, key state and federal agencies, and NGOs. Appropriate Mexican Gulf State representatives should also be invited to join the Network.          NOAA will assist the Network Coordinator and other partners to determine membership in the Network and make invitations to the initial Network workshop. (Lead: NOS SP)          FL will coordinate state participation. (Lead: FDEP Office of Environmental Education and CAMA).          LA will participate as resources will allow.</p>	<p>Since the Network Coordinator could not be hired in time to plan in the workshop, Rookery Bay NERR took on the responsibility of issuing invitations to appropriate Gulf State institutions, asking them to send a representative to the workshop that could speak to Gulf-related science education. NOAA provided support to the Rookery Bay NERR in compiling the list of potential invitees.</p>	<p>None</p>	<p>The Network Coordinator is in the process of organizing a "Network Organization and Structure Working Group". This Working Group will address the issue of "Network membership, among other organizational issues."</p>

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<p>4. Host a planning workshop of the newly established Network at the Rookery Bay NERR to review priority goals, actions and funding needs in Gulf coast education and outreach, and build an effective communications strategy for the Alliance. The workshop will culminate in the formulation of a strategic plan that will guide the initial activities of the Network.</p>	<p>Florida</p>	<p>EPA, NOAA</p>	<p>Louisiana, USACE, NPS, NSF, USGS</p>	<p>FL will plan, coordinate, and host a 3-day planning workshop of the Network at the Rookery Bay NERR. (Lead: FDEP and RB NERR) The position description for the Network Coordinator will require planning and coordinating an initial workshop of the Network. EPA, working in collaboration with NOAA as the Action Lead, will contribute funds and administrative assistance to help implement this workshop. If requested, NOAA will provide coordination/facilitation assistance to Rookery Bay NERR and the State of Florida for the initial 3-day Network workshop. (Lead: NOS SP). If requested by the Alliance, NOAA will serve on the Network. (Lead: NOS SP and NOAA OEd) USACE will participate in the workshop to provide Corps input to strategic plan, and to examine potential relevance of USACE study communication plans contributions to this strategy. NSF will send representative to workshop. USGS and NPS will participate at workshop. LA will participate as resources will allow.</p>	<p>The inaugural meeting/planning workshop for the Gulf of Mexico Alliance Environmental Education Network was conducted at the Rookery Bay NERR with support from the State of Florida, EPA, and NOAA. A two-day agenda was conducted from June 21-23, 2006 at the Environmental Learning Center in Naples, FL. Forty-seven representatives from institutions engaged in on-the-ground Gulf-related science education were registered to attend the meeting, including one participant from Mexico. The attendee distribution was as follows: 51% represented NEPs, NERRS, aquariums, NGOs, media and similar organizations; 21% represented federal agencies or programs; 9% represented State agencies or programs; and 19% represented education organizations such as Sea Grant programs and universities.</p>	<p>None</p>	<p>Following the Rookery Bay Inaugural meeting and the Implementation and Integration Workshop in New Orleans (July 17-19, 2006), the GOMA Environmental Education Network identified the following next steps: 1) Finalize and formalize the Network organization and function by forming a working group to address this issue; 2) Review existing Web sites and identify the suitable needs for the Alliance and the Network as a whole; then convene a working group to manage the development of the Web site and Clearinghouse; 3) Submit a proposal to the EPA RFP to fund the public awareness campaign; and 4) Establish a communications strategy and initiate the first steps of the public awareness campaign.</p>
<p>5. In accordance with the U.S. Ocean Action Plan, establish a Coastal Ecosystem Learning Center (CELC) in each of the five Gulf States and in one Mexican State that borders the Gulf.</p>	<p>EPA</p>	<p>USFWS</p>	<p>Louisiana</p>	<p>EPA, as co-lead of the Coastal America's Gulf of Mexico Regional Implementation Team, will assume responsibility for working with Mississippi, Louisiana, and Veracruz, Mexico, to identify and support the establishment of a CELC in each of the target states. USFWS will assist in the expansion of CELCs that support the Gulf of Mexico Basin--including the new Georgia Aquarium. State Department will facilitate, as appropriate, contacts with Mexican federal and state officials to explore their interest in participating in project activities, according to guidance of the Alliance. LA will participate as resources will allow.</p>	<p>The EPA Gulf of Mexico Program, working with Coastal America, has made initial contacts to establish CELCs at the J.L. Scott Aquarium and Marine Education Center in Mississippi and the Vera Cruz Aquarium in Vera Cruz, Mexico. Paperwork will be submitted to Coastal America in the near future.</p>	<p>None</p>	<p>The EPA Gulf of Mexico Program will initiate the establishment of a CELC at the Aquarium of the Americas in New Orleans, LA in the near future.</p>
<p>6. Develop and host a pilot program to engage underrepresented and underserved communities in Gulf stewardship activities related to the Alliance strategic priorities.</p>	<p>Louisiana, Barataria-Terrebonne National Estuary Program</p>	<p>EPA, Florida</p>	<p>FL DEP; TX St Aquarium, LUMCON, BTNEP</p>	<p>BTNEP will plan and host a pilot program to build awareness about the Gulf of Mexico among underrepresented and underserved populations. LA will work with BTNEP to implement this action as resources allow. EPA will work through the Agency's existing programs supporting the Gulf's National Estuary Programs (NEPs) (i.e., and the Ocean and Coastal Protection Division and the Gulf of Mexico Program) to help assist the BTNEP in carrying out this action. FL will provide information about the state's LIFE program to see if it can serve as a model for this pilot program and if activities can be enhanced through new Gulf partnerships. (Lead: FDEP Office of Environmental Education and CAMA)</p>	<p>The GOMA Network Coordinator is forming a working group composed of Network members to address this action. Two separate proposals have been submitted to a Gulf of Mexico Program RFP to implement this action. Results of the RFP are pending.</p>	<p>None</p>	<p>Further planning for a pilot program is pending possible funding through the EPA RFP. The Network Coordinator will coordinate efforts within the Network to collaboratively address this action.</p>

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<p>7. Design and host a Web site to support education and outreach efforts of the Network, including a electronic clearinghouse to disseminate effective Gulf coast related educational information and materials via the Internet.</p>	<p>Network Coordinator</p>	<p>NOAA, USGS</p>	<p>Louisiana, EPA, NPS, NSF</p>	<p>The position description for the Network Coordinator will require coordinating an Gulf region education Web site and clearinghouse, as directed by the Network. EPA will provide contributory support through the co-operative funding assistance provided to secure the Network Coordinator in Action 1 above. NSF will provide information on NSF-funded activities. USGS and NPS will coordinate its existing outreach and educational activities with the Gulf partners. If requested, NOAA will provide in-kind technical support to the Network Coordinator and the State of Florida in the establishment of the Web site and electronic clearinghouse (Lead: NOS SP). LA will coordinate with Network Coordinator to support website.</p>	<p>USGS has received has funds to hire a part-time support staff who is vetting materials for the clearinghouse; they are constructing a "node" in the National Biological Information Infrastructure (NBII). This work has begun and continues. The Network Coordinator met with NOAA (NOS Special Projects Office) to discuss the in-kind Web site development services they can provide. NOAA can provide the following services: 1) Work collaboratively with the Web site/Clearinghouse Working Group and Network Coordinator to develop a document describing the themes, target audience, design guidelines and the principles to guide the Web development process; 2) build on Web site requirements to develop large-scale site layout mockups (i.e. "storyboards") to show site architecture, major/minor sections of the Web site, section content requirements, and advanced features to ensure it meets all defined requirements; 3) create original graphic art to depict the spirit and theme of the site; <b>continued in next column...</b></p>	<p><b>...continued from previous column..</b> 4) establish file architecture; construct page templates; specify and implement technical requirements; facilitate development of an editorial framework; interface the clearinghouse database with the site; 5) populate the site with the original content provided by the Alliance; and 6) train the Network Coordinator, and/or other appropriate persons, to maintain the Web site. NOAA cannot create content for the site or maintain the site after the original content is populated. The Network Coordinator has put out a call for volunteers for a Web site/Clearinghouse Working Group to further address this action.</p>	<p>When the Network's Web site/Clearinghouse Working Group is convened, they will make decisions regarding the Web site and Clearinghouse.</p>
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**ED-2: Conduct a public awareness campaign for the Gulf of Mexico**

**36-Month Outcome:**  
 Develop and implement a comprehensive, 36-month (minimum) public awareness campaign to promote stewardship messages associated with the other four Alliance priority issues and community hurricane preparedness.

**Action Blueprint:**

<p>1. Design and conduct a strategic public awareness campaign that will encourage Gulf stewardship and coastal hazard identification and prevention.</p>	<p>Network Coordinator</p>	<p>EPA</p>	<p>Louisiana, NPS, USFWS</p>	<p>The position description for the Network Coordinator will require, as associated resources allow, issuing a contract to an appropriate public relations company to design and conduct the public awareness campaign. EPA will contribute resource assistance to help support this action. USFWS and NPS will provide technical assistance and information in support of this effort. LA will support the Network Coordinator on a public awareness campaign.</p>	<p>Dauphin Island Sea Lab has submitted a proposal for \$425,000 to the EPA Gulf of Mexico Program RFP in July 2006. This action will be initiated once funding is obtained.</p>	<p>None</p>	
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<p>2. Identify funding sources to sustain the public awareness campaign in the short-term (within 36 months) and long-term (after 36 months).</p>	<p>Network Coordinator</p>	<p>EPA</p>	<p>Louisiana, NASA</p>	<p>The position description for the Network Coordinator will require an allocation of time to researching and securing funds or other resources to continue the public awareness campaign.                  EPA's intent, based on funds availability, will be to contribute support to this action throughout the entirety of the 36 month performance period of this plan. In addition to funds availability, EPA's multi-year resource commitment will be contingent on a satisfactory joint annual performance review by all funding partners and the Alliance's State leads. NASA will provide information on potential funding opportunities that organizations and institutions may respond to, as appropriate, to support the "Campaign for the Gulf of Mexico."                  LA will coordinate with the Network Coordinator as resources will allow.</p>	<p>Dauphin Island Sea Lab has submitted a proposal for \$425,000 to the EPA Gulf of Mexico Program RFP in July 2006. A potential congressional appropriation is currently budgeted for the Dauphin Island Sea Lab for the Environmental Education Network. Pending the outcome of this earmark, funding would support further campaign development and implementation.</p>	<p>None</p>	
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